



**MUNJAL BIRMINGHAM CITY UNIVERSITY CENTRE OF INNOVATION AND ENTREPRENEURSHIP  
Ludhiana, Punjab, INDIA**

**JOB DESCRIPTION**

**Job Title: Admission and Recruitment manager**

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**Workbase: Ludhiana, Punjab and Flexible**

**Line Manager: Executive Director MBCIE**

**Responsible for: Student Recruitment, Admission and related marketing and event, policies and regulations**

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**Main Purpose of Job:**

At MBCIE, we are actively seeking a highly experienced and proactive professional to take the helm of our student recruitment efforts and significantly enhance our outreach. The ideal candidate will possess an in-depth understanding of effective recruitment practices across all stages of the enrollment process, effectively conveying MBCIE's core values to prospective students while achieving performance goals and strategic objectives. This role will require a strong commitment to advancing our outreach strategy through comprehensive market analysis and the evaluation of sector trends to support capacity-building activities. As a vital member of the Senior Leadership Team within the Marketing and Communications department, the incumbent will also be responsible for supervising the critical Clearing hotline operation, ensuring that systems, processes, and staffing resources meet the high-functioning standards required during the recruitment period

**Environment:**

The Munjal-Birmingham City University Centre of Innovation and Entrepreneurship (STEAMhouse India) aims to become a leading centre for education, research, and innovation engaged in facilitating growth and the transformation of business and enterprise. It aims to provide a common platform where the businesses of tomorrow can be conceived, created and nurtured. The Centre is founded on delivering solutions to the facts that Industry within the Punjab has shown declining competitive advantage, diminishing Innovative diversification and lacking attractiveness and inspiration to the youth within its community. The MBCIE aspires to be a distinguished institution based on the principles of co-creation and collaboration with the objective of impacting society through technology and innovation.

**Objectives of this Role:**

Develop and implement recruitment strategies to attract a diverse pool of prospective students.

Collaborate with brand and marketing team, execute marketing and recruitment events and campaigns.

Represent MBCIE at recruitment events, fairs and information sessions.

Build relationships with schools, colleges, universities, and other educational institutions to promote the university.

Delivering presentations to groups and individual students, and engaging with school counsellors, administrators, and other constituent groups to promote outreach efforts and provide assistance to fellow recruiters.

Develops, coordinates and delivers outreach programs and recruitment activities, including community workshops, retreats, and related recruitment efforts; arranges visits and tours for prospective students and parents.

Participates in and/or organizes and implements all aspects of large, multi-departmental special events utilizing presentation and promotional materials, maintaining budgetary and operational controls, coordination skills with multiple entities and representing the university at local, state-wide and national events.

Work closely with academic department, marketing team and administrative staff to facilitate a smooth admission process.

Converting the leads to centre use from the marketing team and recruiting team and assisting with content when they require.

Collaborate with Birmingham City University team and maintain the process and quality in the UK standard.

Advise prospective students on short courses, academic programmes, career paths and campus life on both Indian campus and the UK campus.

Conduct information sessions for individual and group applicants.

Address inquiries and concerns from prospective students and their families.

Evaluate and assess incoming applications for admission process and information.

Provide information and guidance to prospective students regards admission requirements, application procedures and deadlines.

Support interview and audition processes and undertake DBS checks and any other clearance checks to meet the conditions of entry.

Collaborate with academic departments to understand program and specific admission criteria.

Maintain accurate and up-to date records of applicant information.

Utilize admission software and databases to manage application workflows and tract recruitment efforts.

Generate reports and analyse data to assess recruitment and admission trends to report to senior manager.

Performs miscellaneous job-related duties as assigned.

Stay informed about changes in admission policies and policies and regulations and ensure admission team are being trained.

Ensure compliance with relevant accreditation standards and legal requirements.

**Knowledge, Skills and Abilities Required:**

Knowledge of student recruitment and retention issues.

Strong written, verbal and non-verbal communication skills.

High level of organization and attention to detail.

Comfort with multi-tasking in a deadline-driven environment.

Understanding of universities and schools' business and marketing concepts.

Detail-oriented with strong organizational and time management skills.

Ability to organise work efficiently and prioritise.

A flexible approach to working hours to ensure that the demands of the service are met, including business travel.

Outgoing personality with strong interpersonal, social abilities and teamwork skills.

Ability to spot emerging trends.

Familiarity with digital marketing, social media, social networking, email marketing and search engines.

Demonstrated problem solving and critical thinking.

Attention to detail and accuracy and ability to work to tight deadlines.

Familiarity with admissions software and databases.

Competence in using online and social media platforms for recruitment purposes.

**Qualifications:**

Previous experience in university admissions, recruitment or related counselling, or a related field will be preferred.

Bachelor's degree; at least 2 years of experience directly related to the duties and responsibilities specified.

Familiarity with higher education system and admissions process is required.

This job description may be subject to change, in consultation with the postholder, in response to new circumstances.

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**Contact:**

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